

ITEM 7
BILL 69 (2013)

From: Jane Moulin [moulin@hawaii.edu]
Sent: Thursday, April 17, 2014 12:41 AM
To:
Subject: Opposition to Bill 69

Dear Members of the City Council Budget Committee,

I am writing to express my extremely strong opposition to Bill 69 and to the notion of using Honolulu city buses as advertising spaces. This ill-considered idea strikes firmly in the face of decades-old decisions and dedicated work to keep our city billboard-free. It seems like such a very sad legacy for this administration to leave behind that I cannot help but view it as a political ploy to hold our environment hostage to temporary budget shortfalls.

I am presently spending a semester teaching in Seville, which also has a signage law that keeps the city free of garish advertising. However, in an effort to pay for a highly controversial tram system, the city allowed advertising on the exterior of their new trams. It is a disaster!! Local people hate it, and it is downright ugly to have these moving billboards invading in what is an otherwise lovely tourist capital of the country. I don't think "we need money" is a suitable reason for taking on that kind of visual blight, and I hope that the City Council can find alternative ways of balancing the city budget.

I am also very concerned about precedents. If we allow this on the bus, what is to keep HART from demanding this on the rail cars??? Do we want billboards moving through our streets and above our heads? A lot of urban woes we cannot control easily. This one we can!! Please do the right thing and vote against this bad idea.

Aloha,
Dr. Jane Moulin

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